

Executive Presence – Authentic Personal Branding – Track record – Konrad Lenniger

Konrad Lenniger has a remarkable track record in preparing trainer, facilitators, managers and executives for speeches, presentations and other public appearances.

Speeches:

Already in his teens he was involved in voluntary work and participated in quite a few rhetorical courses for speakers of Catholic Societies in Churches, large family meetings and courses.

Making his voluntary work a profession Konrad headed a large district organization in Adult Education of a Catholic Society including a political academy, where he had the honor to speak on different topics in seminars and lead the team.

His next step was being a Board Level Executive – responsible for development aid and cultural exchange projects for over 30 countries at the headquarters of the society in Cologne in 1985.

Here he had close contact with Federal Government bodies, ministers in Germany, the European Commission and the United Nations, participating as a German representative in High level International conferences and negotiations.

Konrad was also a leading member of the organizational committee for large conventions with up to 30.000 participants. Naturally Konrad was one of the key note speakers at some events.

Presentations:

In his second university education two professors acknowledged his rhetorical and presentation talent in his presentations at the University of Cologne and recommended him to two Management Consulting firms – Boertien & Partners in Amsterdam, Netherlands and Gemini Consulting in Bad Homburg, Germany.

After a short while as a facilitator in standard schemes Konrad was first asked to be the pilot trainer for new formats and then to be a member of the design team for sales and leadership courses as well as large events.

A few years later – after Konrad was seen as one of the best sales trainers at BMW he was asked to not only pilot the new designed courses, but also to be one of the few trainers and facilitators to head the international product launches.

With his company “Training Systems” Konrad got even asked to design, organize and head the largest international product launches for the 5 Series and Z 3 with 5.500 participants. On top he was asked to design the “Best sales education in the World” and to produce training videos as well as all regional product trainings for BMW Germany for a number of years.

This inclined thorough design work, immaculate presentation materials, selecting the right facilitators and to train them up to the top level in presentations, facilitation and training.

The word spread and soon Konrad and his associates were asked to do similar things for Coca-Cola (Sales and Marketing Training, Branding and Merchandizing Training, Leadership Development and Training Videos) and quite a few other proud International brand names.

In order to acquire the projects and to get the budgets Konrad has spent quite some time in Board rooms, presenting to C- Level Executives and in larger projects to Supervisory Boards.

Executive Mode

2005 the CEO of one of the leading Life Sciences Companies, where Konrad was coaching Executives asked if it would be possible to coach or train scientists and engineers in presenting their research with business acumen to the board in a way a board member would understand.

Well, so far 38 scientists have taken the support and everyone is satisfied.

Moreover, their superiors were so impressed by the development of the participants in communication, influencing skills and Executive Presence, they required to have the professional support themselves.

While the concept of my first coaching in enhancing personal communication was based on the fantastic work of Tad James and David Shephard “Presenting Magically –Transforming your Stage Presence with NLP ” the actual – and probably never finished – refined concept is more hands – on and practical.

With more even research on the work of Suzanne Bates and Hubert Rampersad as the thought leaders in “Authentic Personal Branding” and “Executive Presence” who for the first time provide clear criteria and systematics to address the topics in a comprehensive way, I have opened up this unique concept now for everyone.

Systematics in preparation, combined with over 15 years Executive experience to provide the little hints and little, yet very effective tricks, to inspire and motivate help – a lot.